

Mr. Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

**IMMEDIATELY RETURN LIKE IT IS TO ITS ORIGINAL HOUR FORMAT IN TIME FOR  
BLACK HISTORY MONTH**

As a regular viewer and strong supporter of "Like It Is", I am outraged at the decision of WABC-TV to cut the format of this highly esteemed public service/news program to a half hour show in order to insert "Inside Stuff", a quasi sports, entertainment and sometimes situation comedy offering, in the space originally allotted for WABC-TV's lone Black public affairs program. I find the decision an insult to our community, offensive to our intelligence, and humiliating to the program's producer.

"Like It Is", with its multiple award winning producer and host Gil Noble, has served its viewers for over the last 34 years with timely and critical analysis of the political, economic and cultural issues that shape our lives and brings pride and self-esteem to our community. I find the decision to reduce the program is an attempt to diminish its capacity and continuity to provide thorough information within an hour, without having to resort to a new week-to-week serial context. The historic Kerner Commission called upon the media to provide greater representation of people of color in general and the Black community in particular by airing various issues and viewpoints that make up this country's ethnic diversity, "Like It Is" has offered a unique and most needed opportunity for people to examine current affairs through an authentic African-American perspective. To date it is the longest running African-American produced television program in the U.S. (which previously had given both WABC-TV and the ABC Network considerable praise in the Black community) that has produced the largest body of programs and documentaries in this country on the African experience in the U.S., Caribbean and even Africa itself.

Today, many of the gains that people of African ancestry have made in media during the past three decades are being systematically reversed. Racial diversity in media ownership and representation in the newsrooms is in decline. The fact that "Like It Is" is one of the only regularly scheduled Black programs produced at WABC-TV out of 168 hours of airtime a week, coupled with your station's decision to first try to eliminate the program and then in lieu of that slash the time format, reflects a dangerous, frightening and disturbing trend.

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Print and Sign

*Dainty R. McIntyre* *Dainty R. McIntyre*  
Address *115 Claremont Ave.*  
*Jersey City, NJ 07305-3605*

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WABC-TV  
7 Lincoln Square  
New York, New York 10023

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*15 Claremont Avenue, #1*  
*Jersey City, NJ 07305-3605*

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Allen Moore  
162 Venable Ave  
JC, NJ 07304

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Address

Viola Richardson  
239 Stuyvesant St  
J.C.N. 9 7308



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Address

*Sandra B. Cunningham*  
*22 Willow Street*  
*F.C. 44-0730*

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Address

*Nancy Glover*  
*Nancy Glover*  
*201 Wilkins Ave*  
*Jessy City NY 10023*

Ross McMullin,  
PRESIDENT & CEO  
adidas America  
PO Box 4015  
Beaverton, OR 97076

re: the Preemption of ½ hour of "Like It Is" for "NBA Inside Stuff"

It has come to my attention that adidas has sponsored advertising on the show "NBA Inside Stuff."

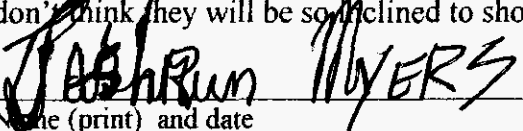
I am alerting the sponsors of this show to an issue that could potentially negatively impact the sales of their products. WABC-TV and Disney has shown great insensitivity to its viewers of African descent by preempting one half hour of the award winning public affairs program "Like It Is," which is committed to helping society examine affairs through an authentic African American perspective, for a half hour of "NBA Inside Stuff."

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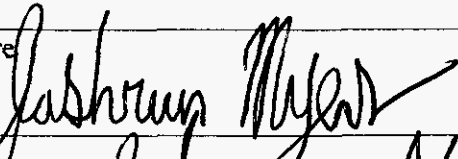
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My community is organizing around this issue and will encourage others to do the same. I am sure that you do not want the negative stigma that WABC-TV has generated that basketball is more important to the Black community than our history and our socio-economic issues attached to your product. Whereas WABC-TV shows insensitivity to the needs of my community, I don't think they will be so inclined to show insensitivity to the needs of their sponsors

  
Name (print) and date

signature

address

  
38 Scheerer Avenue

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks

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William Wilson 12/21/04  
Name (print) and date

William Wilson  
signature

130 BELMONT ST.  
address

ENGLEWOOD, NJ 07631

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks



Ross McMullin,  
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PO Box 4015  
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Anthony Williams 12/26/04  
Name (print) and date

Anthony Williams  
signature

835 Clinton Ave.  
address

Newark, NJ 07108

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks

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NURRIDIN SHARIF 12-26-04  
Name (print) and date

Nurridin Sharif  
signature

Box 124  
address

Maplewood NJ 07040

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks

Ross McMullin,  
PRESIDENT & CEO  
adidas America  
PO Box 4015  
Beaverton, OR 97076

re: the Preemption of ½ hour of "Like It Is" for "NBA Inside Stuff"

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I am alerting the sponsors of this show to an issue that could potentially negatively impact the sales of their products. WABC-TV and Disney has shown great insensitivity to its viewers of African descent by preempting one half hour of the award winning public affairs program "Like It Is," which is committed to helping society examine affairs through an authentic African American perspective, for a half hour of "NBA Inside Stuff."

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John Brinkley  
Name (print) and date

John Brinkley  
signature

1115 LORRAINE Ave  
address

Plainfield, N.J 07062

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks

Ross McMullin,  
PRESIDENT & CEO  
adidas America  
PO Box 4015  
Beaverton, OR 97076

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NANA YAA KUMI

Name (print) and date

Nana Yaa Kumi

signature

address

1172 ANDERSON AVENUE SUITE 2B  
THE BRONX, NEW YORK 10452

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks



Ross McMullin,  
PRESIDENT & CEO  
adidas America  
PO Box 4015  
Beaverton, OR 97076

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Elizabeth Perry  
Name (print) and date

Elizabeth Perry  
signature

145 Harrison Ave Jc NJ 07304  
address

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks

Ross McMullin,  
PRESIDENT & CEO  
adidas America  
PO Box 4015  
Beaverton, OR 97076

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Michael Glasco 12-26-04

Name (print) and date

  
signature

465 14th Ave  
address

Newark, NJ - 07106

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks

Ross McMullin,  
PRESIDENT & CEO  
adidas America  
PO Box 4015  
Beaverton, OR 97076

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Nelle Ramsey  
Name (print) and date

Nelle Ramsey  
signature

155 Evergreen Pl East Orange N.J. 07018  
address

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks

Ross McMullin,  
PRESIDENT & CEO  
adidas America  
PO Box 4015  
Beaverton, OR 97076

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Paul Kornegay 12/26/04  
Name (print) and date

Paul Kornegay  
signature

513-515 Avon Ave.  
address

Newark, N.J 07108

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks

Mr. Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

**IMMEDIATELY RETURN LIKE IT IS TO ITS ORIGINAL HOUR FORMAT IN TIME FOR  
BLACK HISTORY MONTH**

As a regular viewer and strong supporter of "Like It Is", I am outraged at the decision of WABC-TV to cut the format of this highly esteemed public service/news program to a half hour show in order to insert "Inside Stuff", a quasi sports, entertainment and sometimes situation comedy offering, in the space originally allotted for WABC-TV's lone Black public affairs program. I find the decision an insult to our community, offensive to our intelligence, and humiliating to the program's producer.

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Today, many of the gains that people of African ancestry have made in media during the past three decades are being systematically reversed. Racial diversity in media ownership and representation in the newsrooms is in decline. The fact that "Like It Is" is one of the only regularly scheduled Black programs produced at WABC-TV out of 168 hours of airtime a week, coupled with your station's decision to first try to eliminate the program and then in lieu of that slash the time format, reflects a dangerous, frightening and disturbing trend.

Again, I call upon you to return "Like It Is" to its original hour format. We are very much aware that Disney, an entertainment conglomerate, owns ABC and its news and public affairs department. While I will always support "Like It Is" and Gil Noble, I feel that if these reasonable requests are not granted, I will be forced to find other ways to express my displeasure via my network viewing habits and my purchasing power. I will encourage others to do the same. There are many ways in which my community can register its displeasure pertaining to what we feel is your insensitivity to the audience that "Like It Is" serves. And as Black History Month is fast approaching, and as "Like It Is" always does special programming to honor this month, it is even more urgent that you return the show to its original hour immediately. If this show is not returned to its one hour format in time for Black History month, I will without hesitation use the options mentioned above.

Print and Sign

Address

Lillian C. Collins  
265 Dwight St.  
Jamaica City, N.Y. 11435



Mr. Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

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Print and Sign Benee Walker Benee Walker  
Address 297 Hampshire Ct  
Pascataway, NJ 08854

Mr. Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

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Print and Sign Shirley Connell  
Address 62 Astor Place  
Jersey City N.J. 07304

Mr. Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

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Print and Sign

PEARL D CONNELL Pearl D Connell

Address

62 Astor Pl. J.C. ny 10023

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President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

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Print and Sign

Address

MEVIN WRIGHT  
339 1st Avenue, East  
Brooklyn, NY 11217



Mr. Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

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Print and Sign Verna C. Sims : Verna C. Sims  
Address 118 Stegman St.  
Jersey City, N.J. 07305



Mr. Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

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Brenda E. Pettiford, Brenda E. Pettiford  
Address 40 Jewett Ave.  
JC, NJ 07304

Mr. Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

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Print and Sign VERNON O'LOUGHLIN

Address 2193 Kennedy Boulevard  
LC, NJ, 07305